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PERIODICAL

AMERICAN NURSERYMAN

AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. L No. 10

NOVEMBER 15, 1929

Per Copy 20c

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AMERICAN NURSERYMAN
 Chief Exponent of the Nursery Trade

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PEAR SEEDLINGS

and

FOREST TREE SEEDLINGS

for Fall 1929

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AMERICAN NURSERYMAN — November 15, 1929

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce engravings relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. Engravings will be made from photographs at cost.

Advertising—Last forms close (semi-monthly) on the 10th and 25th of each month. If proofs are wanted, copy should be on hand one week earlier.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the earl operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

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RALPH T. OLCOTT
Editor, Manager.

AMERICAN FRUITS PUBLISHING COMPANY, INC.

50 State Street,
Rochester, N. Y.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and rates the welfare of the Nursery Trade above every other consideration.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and international in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES.—BYRON

VOL. L

ROCHESTER, N. Y. NOVEMBER 15, 1929

No. 10

Selling of Nursery Products To Be The Theme Of the Joint Convention of the Illinois and the Western Associations in Chicago, January 15-17—Exceptional Program In Preparation OF GREAT INTEREST IN SPEAKERS, ATTENDANCE, EXHIBITS

"Plans are in progress to make the coming winter meeting of the Illinois State Nurserymen's Association and the Western Association the outstanding convention of all the state gatherings.

"The central theme will be along the selling of Nursery Products. There is a great deal of discussion through trade channels of overproduction, and yet the average home is only partially planted with Nursery stock. We, therefore, feel that at least one or two prominent speakers on the subject of selling would be in order.

"Also, it is the plan to secure one of the very best men in the country to discuss and present to the members a proposed list of materials that they should grow, cutting down and eliminating some varieties entirely, instead of continually extending their lists.

"Another speaker we are thinking of getting, if arrangements can be made, will be Roger Babson, of Wellesley, Mass., to talk on the general financial structure and business outlook, as there seems to be a great deal of publicity in the papers in regard to the stock market and the general financial situation, which always detracts from business.

"The plan is to spend sufficient money to get speakers who will command the closest attention of their audience, and also to insure all members attending the meeting to get the vital facts and important, up-to-the-minute information that the speakers will be qualified to give. Only men of the highest standing and authority will be considered.

"We feel that we can safely say that this convention will be one of the largest, not only in attendance, but in exhibits, as it will attract the attention of Nurserymen from all parts of the country. It comes at a time of the year when Nurserymen can get away, and on account of the central location, it is easily reached."

Mediterranean Fruit Fly Control

W. C. Jacobson, of the California Department of Agriculture, told the members of the California Association of Nurserymen, at the Fresno meeting that the Mediterranean fruit fly, "the first major pest in the United States in 16 years," was likely to be under control in the near future, new monthly infestations in Florida having been reduced from 500 to eight. He said that 194,000 acres in California had been surveyed and that no direct effects from the pest had been found.

Interest In Fruit Tree Stock

A prominent eastern Nursery concern this fall notes increasing interest in purchase of fruit tree stock. This may have direct connection with the fact that one-fifth of total commercial apple crop of the U. S. was exported during the 1928-29 season. This is the largest proportion ever shipped abroad, according to the United States Department of Agriculture, and was the result of good apple crops in the United States in 1928 and moderate to poor crops in Europe.

Exports of boxed apples reached the record figure of 12,000,000 boxes. Exports of barreled apples amounted to 3,000,000 barrels, a total surpassed only in one other season, 1926-27, when the apple crop of the Eastern States was much larger than last year. The outstanding feature of the 1928-29 apple export season was the increase in shipments to continental European mar-

kets. For the first time continental markets took more American boxed apples than Great Britain and two-thirds as many barreled apples.

Will the Carob Be Next?—The value of citrus fruits and the avocado to California's prosperity is generally recognized, says Warner Lincoln Marsh, a landscape architect in Western Florist. If we were to take a vote on our most valuable exotic crop trees, probably these species would lead by a large majority. Yet in all probability, in another generation, both the citrus and the avocados will run in second place to the carob (*Ceratonia siliqua*) as a producer of agricultural wealth.

The carob sometimes called St. John's Bread, has been cultivated since the dawn of civilization, in the countries bordering on the Mediterranean Sea and to the eastward. The fruit of this tree is supposed to be the "Locust" on which John the Baptist subsisted in the wilderness, as well as the "husks" of the prodigal son.

Tests of Branch Root and Straight Root Seedlings

New York State Nurserymen have been severely criticised from time to time because they have insisted that they want branch root seedlings for lining out purposes, rather than the straight root type frequently encountered in the trade. Experience has seemed to indicate that the branch root seedling better meets the requirements of the New York Nurserymen, and now for two years the Nursery investigations at Geneva have been testing out the branch root in comparison with the straight root.

During the season of 1928, which was a wet year, there was a slight difference in favor of the branch root seedling, yet the straight root was fairly satisfactory, certainly not a failure. Now, however, comes the season of 1929 with its drought and conditions unfavorable to the best plant growth. Results are quite striking with seedlings planted with the customary trencher and packer as is done by most New York State Nurserymen. Branch root seedlings took hold fairly well and have developed a good root system. On the other hand, straight root stock showed considerable variation. Some plants took hold and made good growth, others started out well but suddenly stopped growing and died, while others failed to catch hold from the very beginning.

Whether this is a question of the branch root having more points of contact and having a better chance to make contact with the walls of the furrow is a question for discussion. It may very well be that if a trencher had not been used, the results with the straight root seedlings would have been just as good as the results with the branch root type. Yet the fact remains that the branch root has seemed best, thus corroborating the experiences of New York Nurserymen.

There is, however, one further question that will sooner or later bob up for attention, namely, the effect of the branch root upon the seedling itself. That is to say, does a seedling which has been transplanted or undercut have a different internal composition that makes it better adapted to budding purposes? Does the branch root do best in New York State merely because it has more roots or because in the transplanting or undercutting that has induced the branching the storage materials and structure of the plant have been changed? There is some indication that the latter may be the case. Until more information is accumulated, however, the reason will have to remain secondary, while the fact is that branch roots do seem better suited to New York Nursery practices.

H. B. TUKEY

Increased Planting of Nut Trees In Canada

Dominion's Edible Nut Exports Have Developed From Nearly Six Thousand Pounds in 1924 To 160,000 This Year—Some Details

BASED on a statement by J. U. Gellatly, of Okanagan Valley, British Columbia, a pioneer of nut culture there, that an increasing number of individuals in the fruit growing districts of Canada are planting nut trees and bushes, a bulletin says that the Dominion's nut exportations, which have grown from 5,885 pounds, worth \$1,340 in 1924, to 160,526 pounds this year, are likely to be materially increased. As a neglected industry it is one of the great possibilities of Canada, which last year imported \$5,175,287 worth of nuts, of which \$1,603,718 worth were shipped from the United States. The bulletin says:

"Mr. Gellatly advocates the greater study and adoption of nut growing in Canada, stating that from close observations he is satisfied that most districts of Canada are adapted to the raising of some varieties of nuts. Certain varieties of filberts and hazel nuts, he says, must be successfully grown in any agricultural area of Canada as far as climate is concerned. Japanese walnuts, heart nuts, butternuts, black walnuts and the ginkgo nut are being planted in an ever widening area from the Atlantic to the Pacific, and it is not definitely known how far north they may eventually be grown. Some trees of these varieties are doing well at many points in the Prairie Provinces including Moose Jaw, Saskatchewan, and Burnside, Portage lake prairie, and Winnipeg, Manitoba.

"In the Okanagan Valley, for instance, almonds, chestnuts, English walnuts and pecans are grown successfully, the significance of this lying in the fact that all these varieties are imported annually into Canada on a quite substantial scale. In the Okanagan Valley is the largest and most valuable collection of new and rare varieties of the heart nut in Canada. The Province of Ontario has similarly been devoting special attention to the encouragement of nut culture. Native varieties in this territory comprise the black walnut, butternut, hickory, chestnut and hazel; introduced nuts are the Persian, Japanese, Manchurian, and Chinese walnuts, European, Japanese and Chinese chestnuts, pecans, almonds, filberts, and tree hazels. All these thrive successfully in parts of Ontario.

"Many advantages of nut culture are pointed out. An entire failure of the nut crop is unknown, little work is involved in pruning and spraying, and there is a ready waiting market for the product, which may be disposed of at leisure. Nut trees live long and it is claimed produce more of the food essentials per acre than ordinary field crops. Once matured, nuts are not materially damaged by winter frosts or snow and are often gathered in the spring as fresh and fine of flavor as if collected in the fall.

"Trees are at the same time beautiful of aspect, and Ontario in its campaign stresses the advantages of planting nut trees in place of other arboreal growth for ornamentation. They are suggested for rough and hilly land, for roadside and street planting, for improving home surroundings, parks and school grounds, as well as for commercial plantations."



J. U. GELLATLY, Gellatly, B. C.

Quarantine Criticism

Lively interest was taken by members of the Nursery trade in the eastern sections, in the hearing before the Plant Quarantine and Control Administration and the Advisory Plant Quarantine Board in Washington, D. C., Oct. 31, on Japanese and Asiatic beetle quarantines, resulting from a call to consider a Rhode Island invasion of the Japanese beetle. Commissioner Harry Lewis, of the Rhode Island Department of Agriculture, asked that a separate quarantine order be made, so that the program for control already under way in Rhode Island might progress.

Commissioner of Agriculture B. A. Pyrke, of New York State criticised the quarantine system generally and State Entomologist T. J. Headlee of New Jersey said that conditions in the Nursery business in his state had reached the point where successive quarantines have made shipments of Nursery stock practically prohibitive. Dr. Pyrke said he was skeptical as to the advisability of continuing the Asiatic beetle quarantines and Prof. Glenn W. Herrick of Cornell University said much annoyance and expense could have been avoided by the application of more scientific methods in the case of the Japanese beetle. Incidentally he remarked that in New York State the corn borer menace had petered out.

Through its attorney the Eastern Nurserymen's Association opposed the isolated quarantine area plan in force during the last two years, on the ground that there has been great increase of the pest in the sections which are still outlying. President J. H. Humphreys of the association said that 28 Nursery concerns with average of 6650 had lost \$1,476,500 annually through quarantines.

There were indications that the hearing had brought to the attention of the authorities evidence of defects in quarantine operation which they had not known of and that changes would be made in the near future.

North Dakota Requirement—State Entomologist J. A. Munro announces that raspberry plants entering North Dakota must be inspected and certified as being free from virus and other diseases. Regular certificate requirements on shipments into the state of general Nursery stock are in force.

Prize Cup For Budders

Nurserymen, like other employers, know the importance of having the cooperation of intelligent interest and enthusiasm on the part of workmen. Budders can make a big difference in the way a block turns out; often the difference between a profit and a loss. E. D. Smith & Sons, Limited, Winona, Ontario, every year distribute cash prizes to the budders who make the first, second and third highest records for good budding; taking into consideration the average number of buds per day and the resulting stand. The prizes are distributed at a meeting of the men, at which the results are announced and the work reviewed and commented on in a constructive way, to secure still better results.

The plan has worked out so well that the firm has put up a cup on which the best budders and tiers have their names recorded, the man winning a cup three times to have it to keep as his trophy. The keen but friendly rivalry among the men cannot fail to make for more efficient workers and more profitable results from their work. It makes the job something enlisting interest and enthusiasm, not just a matter of so many hours for so many dollars. It makes the men co-workers instead of machines—heads, instead of "hands."

To Investigate Forestry Education—An investigation of forestry education conducted by the Society of American Foresters, under a grant from the Carnegie Corporation, has just been launched that is to extend over a period of two years. Its purpose, says Colonel Henry S. Graves, dean of the Yale school of forestry, the director of the inquiry, "is to discover how the educational institutions may serve most effectively in building up an efficient body of workers in forestry." Dr. Livingston Farrand, president of Cornell University, is a member of the special committee in charge of the work. Cedric H. Guise, assistant professor of forest management at Cornell, is assistant director of the inquiry.

No Fruit Fly in Two Months—The European corn borer and the Japanese beetle are gradually spreading into uninfested districts of the country, although no signs of the Mediterranean fruit fly have been found in Florida in the past two months, Dr. C. L. Marlatt, of the Bureau of Entomology, U. S. D. A., told the National Association of Commissioners, Secretaries and Departments of Agriculture meeting in Washington on Oct. 29. Unless further infestations of the fly are found, the partial lifting of the embargo, which has been in effect for some weeks, will be continued and broadened, according to Dr. Marlatt.

Control of Blister Rust—Dr. W. H. Taylor, U. S. Bureau of Plant Industry says that extensive federal and state campaigns are bringing the white pine blister rust under control, although this disease will eventually spread to some extent throughout the white pine area of North America. Through the joint efforts of federal and state agencies more than 18,000,000 barberry bushes were removed without resorting to legal proceedings except in eight instances.

Satin Moth Quarantine—Area has been extended to include 1871 square miles in Maine, New Hampshire and Massachusetts. Interstate movement of poplar and willow and parts thereof is prohibited.

Special Report on Seasonal Trade Conditions

Fall Business Somewhat Erratic—Larger Sizes of Shade Trees Scarce—Belief That Wind-Up Results Will Be Satisfactory

DANSVILLE, N. Y., NURSERIES REPORT ACTIVE CHERRY DEMAND

Commenting on the fall activities in Dansville, N. Y. Nurseries, the Breeze of that town says under date of Nov. 1:

"With about 50 teams of horses, divided into strings of from eight to twelve teams and 300 men and boys busily at work, the greater part of October the digging of Nursery fruit trees and ornamentals is practically completed. In a few days an estimated 5,000,000 trees, mostly three-year-old fruit trees and ornamentals, will have been taken from the ground. The horse-drawn digger is held down by the weight of four men who ride it. With its sharp crescent-shaped blade, the digger cuts under the heavily rooted part of the tree and separates it from the hard soil. Two Nursery firms operate steam diggers which cut down the expense considerably as compared with the horse-drawn diggers."

Continuing the Breeze says:

The demand this year is for cherries, and 1,000,000 cherry trees, it is estimated, will leave Dansville as rapidly as shipments can be made. Sour cherries are particularly in demand and it is estimated that 500,000 Montmorency cherries will be sold by local firms. High prices are being paid for these trees. Ornamentals are becoming more appreciated by the owners of homes and a ready market is looked forward to in this line.

Dansville Nurserymen this year have been experimenting mostly with Mahaleb cherries. Over 500,000 seedlings were grown and the Nurserymen say they appear to be durable at this stage of their growth. Pear seedlings in much lesser quantities were grown here and also have shown satisfactory development. Seedlings are grown in many sections of the western part of the country and many Nurseries at the present time greatly prefer the western apple seedlings, which they believe is much healthier and more durable than the French seedling. Peach pits have been planted here for several years and the stocks has proven highly satisfactory.

There are some Nurserymen, however, who believe the embargo has been placed on the shipment of French stock purely through politics and to crowd out the smaller concerns. Some think that the embargo will not be effective for more than a short period. They point out that an embargo on the shipment into this country from Holland of evergreen and roses was of short duration.

Large Evergreens Scarce

Afton, Mo., Nov. 4—The season so far has not been as good as we had expected. It seems to be lagging considerably. We, however, have had no frosts and the ornamental stock is yet very green. As soon as we have a blackening frost, we feel confident the business will pick up as usual.

The supply of large evergreens in our estimation is not sufficient to cover the needs. It is rather difficult for us to secure the evergreens in sizes such as are called for for landscape planting. Small stock seems to be plentiful.

The prospects for spring, in our estimation, are very good. This depends largely on weather conditions. We are hoping for a long spring which helps us materially in taking care of the rush season; also extends our sales over a longer period, making more business. We are looking forward

ward to do as much business as last year if not a little more.

H. J. WEBER & SONS NURSERY CO.
Wm. A. Weber, Secy. and Treas.

One of Best Fall Seasons

Framingham, Mass., Nov. 6—Fall business has been somewhat erratic. The very dry weather in the early fall delayed business for quite a while. However, showers during the middle of September and one good rain in early October brought business out in very fine shape, giving us to date one of the best fall seasons we have ever had.

As for shortage, shade trees from two to three inches caliper and some of the high grade varieties of deciduous shrubs seem to be in less quantity than the demand for them.

Indications are good for a fine spring business. Some of the people who have recently got their fingers burned in the stock market will undoubtedly find other ways of spending their money. This should benefit the Nurseryman.

WYMAN'S FRAMINGHAM NURSERIES
R. M. Wyman

Conditions Improving

Arlington, Neb., Nov. 7—Sales in this territory to date this season are just about the same as for the same period a year ago. The sale of fruit trees is barely holding its own; in fact it is decreasing slightly, while the sale of ornamentals is showing a slight increase.

The prosperity of the farmer has practically everything to do with business in this section and the farmer has had rather poor crops, low prices, for several years. There have been many bank failures throughout the Central West, but indications now are that general business conditions are improving somewhat and it looks brighter for the future.

MARSHALLS NURSERIES
Chet G. Marshall

On the Pacific Coast

Niles, Cal., Oct. 23—The Nursery business in general looks more encouraging than it has for the past three or four seasons. We believe there is no surplus in fruit trees, roses or ornamentals and all stock should clean up fairly well this season.

We are having an exceptionally late warm spell here and the only thing that is preventing shipments at this time is the lack of rain.

CALIFORNIA NURSERY COMPANY
George C. Roeding, Jr.,
President and Manager

Interest in Fruit Trees

Geneva, N. Y., Nov. 8—Our trade is about as usual. If anything a little better than last year.

We are pleased to note some revival of interest in fruit trees.

Ornamental trees of all kinds seem to be very scarce, especially in the larger sizes.

W. & T. SMITH COMPANY

Present Outlook Satisfactory

Charles City, Ia.—Over many sections of the central West there has been a shortage of rain fall during the past season, which has depressed trade to some extent. The same condition has decreased the growth of Nursery stock and while there will likely be a surplus of some things, I question if the supply will not be pretty well exhausted before the close of spring delivery. I can see nothing in the present outlook that should make Nurserymen pessimistic and panicky with regard to prices. I believe in the wind-up results will be satisfactory.

SHERMAN NURSERY CO.
E. M. Sherman, President

Cherry Demand Exceeds Supply

Vincennes, Ind., Nov. 4—As we specialize in cherry trees can report on this one item only. We have grown and marketed one of the finest blocks of cherry this season that we have ever grown. The demand has exceeded the supply, especially in the upper grades. The only thing we will have for spring will be in the smaller grades. Prices have been fair.

KNOX NURSERY & ORCHARD CO.
L. B. McDonald

Business Good in Florida

Monticello, Fla., Oct. 26—We are finding business in our line very good indeed. We specialize in pecan trees only and think we will have no trouble in selling out for this coming season.

SIMPSON NURSERY CO.
C. A. Simpson

Oneco, Fla., Nov. 4—Fall planting is just beginning to open up, following an unusually wet rainy season and violent equinoctial storms. An unusually large number of winter visitors are already on hand, considering the earliness of the season, and prospects seem excellent for a good winter season. Rents and all prices generally are lower in Florida than ever before and this is bringing a larger number of visitors, many feeling that with rents so low they can afford to drive down and spend the winter for less than the cost of coal and winter clothing. All this is expected to have a beneficial effect on business.

Fruit prices have been excellent so far and prospects indicate good prices on winter vegetables.

The eradication of the Mediterranean fruit fly seems to be making splendid progress and the restrictions and regulations are being gradually lightened which is a great help to the Nursery trade.

REASONER BROS.

Nevada City, Cal., Nov. 8—Our season has opened up well, but total sales are somewhat under a year ago this time, due we think to long continued drought in this section, no rain of consequence having fallen since last June. From inquiries received we anticipate fairly active demand for nut trees, with exception of walnuts.

THE FELIX GILLET NURSERY
C. E. Parsons

AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE
AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely Independent.

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ADVERTISING RATES on Application
Advertisements should reach this office by the 10th and 25th of the month previous to the date of publication.
If proof of advertisement is desired, time should be allowed for round trip transmission.

ROCHESTER, N. Y., NOVEMBER 15, 1929

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dean of Nursery Trade Journalism."—John Watson.

Valuable Beyond Estimate

All the advertising in the world will not build your business, it only creates a little more demand and you must back it up with efficient merchandising, not merely order taking.

Nobody wants to buy advertising, but what business can get along without it? Advertising has little value in itself; but the desire it creates, the knowledge it conveys, the cause to which it spurs us and the time it saves are valuable beyond estimate.

The power of the printed word depends upon the thought behind it. All things come to the other fellow if you only sit down and wait. Advertising helps to get the new customer. Why not employ it to hold him? Advertising should be prepared for prospective buyers not for advertising men. Successful advertising factors are regularity, persistence and continuity.

When customers ask questions they are entitled to complete, correct answers. Don't expect one little piece of advertising to bring in an avalanche of orders; the biggest snowdrift piled up flake by flake.—H. G. Loftus, St. Paul, Minn.

IOWA ASSOCIATION MEETING

Iowa Nurserymen's Association will meet in annual session at Hotel Savery, Des Moines, Dec. 3. A full day of executive session is planned. A banquet in the evening with department heads from Iowa State College, Ames, Ia., as speakers is a feature.

The Mirror of the Trade

HOW ABOUT THIS

The article by Dr. L. C. Corbett, principal horticulturist, Bureau of Plant Industry, Washington, D. C., in the Oct. issue of the *American Nurseryman*, on "Growing Nursery Stock to Order" has been commented on in the daily press throughout the country.

Elimination of the brush pile in large degree through establishing order-in-advance business should interest all Nurserymen. Indeed this subject should be a prominent feature on the program of every Nursery trade association during this winter's annual convention season. The practicability of the plan has not been questioned thus far, to our knowledge.

"How Nurserymen May Become Manufacturers" with a stable market for definite production is a live subject. What say?

REMARKABLE PUBLICITY DISPLAY

Many of those who noted the remarkable display of publicity accomplished in the first year of the Campaign, as shown on the walls of the convention hall in Boston have wondered how many printed advertisements and reading articles were there shown. The display was practically countless and yet, though the four walls were covered from ceiling almost to floor, there were pages and columns of publicity which could not be exhibited because of lack of space. The display included 329 front pages of representative newspapers—metropolitan and small town. The display exceeded anything of the kind seen by the publicity representative of the Statler Hotel.

Educational Director C. E. Cary has shown how progressive Nursery concerns have increased sales by unique methods. "The Nursery business needs more showmanship," he says. "Something different in the way of displaying the products should be constantly sought. The year 1930 will see many changes in merchandising methods in the Nursery trade."

SOME FORM IS CONCEDED

After each hearing on quarantine regulations in Washington, one is inclined to suggest that all restrictive measures be suspended for a series of years, as a test of conditions with and without regulation. It is to be noted, however, that those who criticize present methods for the most part evince belief in some form of research; and that their objection relates to the degree of restriction and of expenditure of time and money; together with the expressed or implied opinion that thought be given to means for living with plant enemies.

As the result of strenuous effort of state and federal forces during the last nine years, it is announced that the gypsy moth has been exterminated from New Jersey.

Nurserymen should urge extension of Nursery courses in the agricultural colleges, as well as continue surveillance of forestry school procedure in production and distribution of Nursery products. Forestry is being added this year to the courses of study in 100 Georgia high schools in which vocational agriculture is taught, according to reports from the Georgia State Forest Service. Demonstration forests of about 10 acres have been leased for the use of each of the schools.

There has been reprinted from the Yearbook of Agriculture pages 332-334 (as Separate No. 1070) being an article by Carl Hartley, principal pathologist, Bureau of Plant Industry, on "Forest Tree Seedlings Kept from Damping Off by Aluminum Sulphate," with illustration showing striking results.

Subscribers to the A. A. N. Publicity Campaign are urged to use prominently the "Outdoor Living Room" theme in their spring catalogues and other printed matter.

Turn to page 132 of your October 1 issue of the *American Nurseryman* and send us a few lines expressing your opinion of the proposition therein outlined by an expert for the elimination of great losses and the assurance of a systematic income.

Where the Big Business Next Year Is Going

A FULL-PAGE advertisement wired in all directions across the continent and published in every daily newspaper in the United States and Canada, was Henry Ford's answer to the question of how the recent stock market slump would affect business—and advertising. The announcement, which must have cost in the neighborhood of \$275,000 in space rates alone, consisted of five sentences and a list of reduced prices for Ford cars of all models. It was telegraphed from the Philadelphia office of N. W. Ayer & Son for publication on Nov. 1.

The Erwin, Wasey & Co. Advertising Agency made full page announcement in big New York newspapers as follows:

"All right, Mister. Now that the headache's over let's get to work."

"For the last few weeks a good part of business America has drifted away from the work-bench to cock an excited eye at the biggest crap game the world has ever seen. While they're clearing up the empties let's not forget that Jim Rural, out on his place in Indiana, is figuring on a new corncrib and on tiling that east forty of good bottom land. Let's not forget that, same as ever, Joe Normal of Pretty Prairie

is putting in a new lighting plant, which means the Missus soon will be wanting a Kohler bathtub, and all the fixings. Let's not overlook the fact that all the young Jims and Joes and Susans and Marys are getting married as usual, and need household furnishings and installment accommodations for the afterglow.

"Let's not forget that millions upon millions of regular folks throughout this grand, greatly-desiring, gorgeously-spending America, need power, heat, light, food, transportation, recreation and adornment, same as always. * * * They'll continue to constitute, for the man or manufacturer who deserves it, the biggest, richest, most responsive market in the world. * * *

"If you've got an advertising story in that product, tell it!—as often and as forcefully as the traffic will bear. * * * If you haven't got a story in your product—if you cannot offer an advantage in price, purity, utility, quality, style or value—better get busy and get one, or make room for the fellow who has."

"The big business next year is going to the outfit that deserves it, and that keeps pounding on the reasons for deserving it with all the steam it can boil."

An Eastern Nurseryman Tours South and West

After a Drive Through New England and New Jersey—A Model Alabama Nursery—Through the Middle West and Into Rose-Growing Texas

By Walter F. Webb, Webb Nursery Co., in Rochester Democrat and Chronicle

Recounting some of his touring experiences last summer, Walter F. Webb, Webb Nursery Co., Rochester, N. Y., said: "In New England we saw fields of the dainty little Alerta spruce worth \$50 apiece* and only 18 inches high; also fine Kusters spruce, 25 feet high, and it takes 200 good round dollars to buy. They have a demand down there for high-priced stock, but it is not so high-priced when you study the years of care necessary to produce. In fact, it looks cheap when compared with the prices of Oriental rugs or many machine-made products. When you know the actual labor expense on these rare things and take into consideration that you are often fighting the elements for many years to bring them to perfection, the Nurseryman is surely entitled to all he gets out of it.

Cape Cod and New Jersey

"Provincetown was just as quaint as ever, and the shore drive is worth while all the way out to the point and back by the Long Island route to New York City. The only thing we found over there that was strictly up to date was the price of lodgings. But we did not stay long, as one day we ate breakfast in Massachusetts, dinner in Connecticut, supper in New York and slept in Newark, N. J. We just had to visit New Jersey on our way back, as those thrifty Hollanders who have emigrated and settled over there are showing the American Nurseryman a few of their tricks. They always did know how to graft to perfection, and their grafted products now coming on the market are a delight to see. The ride up through northern New Jersey either via Middletown or Port Jervis, is worth taking, and a fine way to come home from a New York City trip; so many beautiful bits of forest and scenery.

In the Cumberland Mountains

"In Alabama we visited a famous Nursery plantation originally started by a native of Rochester. The son now lives in a grand old home recently purchased which was built about 1840. Thick stone walls, high ceilings, always cool in summer and warm in winter. But the plantation itself was a rare sight. Situated in a valley with the Cumberland Mountains on one side and rolling hills on the other, the view from the hills was one never to be forgotten. Hundreds of acres of evergreens, roses, shrubs and trees, all under the most perfect cultivation, with not a sign of a weed to be found anywhere. They ship more than a hundred carloads of their product to the north, mainly varieties which can be more profitably grown there than here. It was a pleasure to see rows of fine magnolias, Japan maples, red flowering dogwoods and many other rare and fine shrubs and trees some of which have been very scarce since 1914 and almost unobtainable. In many parts of this country they are now producing fine things in quantity, which a few years ago they thought could not be done. We had depended on Europe for so long the Nurserymen had not tried to raise what could then be so easily imported."

West and South

Describing his western trip Mr. Webb commented on the height of the cornstalks in Illinois which suggested the use of ladders for gathering the ears, and said:

"After visiting the important Nurseries in the state, we laid up the car for a few days in St. Louis and took the night train for Texas. Here we had a real surprise. It was some hot in the Union Station at St. Louis, but I was glad of two heavy blankets before morning. Arriving at Marshall, Texas, the next morning at 9 o'clock I found my good friend, George Verhalen, at the station with his car. It was only a few miles to their "small" plantation of 3,000 acres.

"Here we saw climbing roses by the million, all of which find their way into department stores and other shops carrying cheap Nursery stock. It is no wonder it can be produced so cheap, with land worth



WALTER F. WEBB, Rochester, N. Y. Back on the Job and Resuming His Practical Lecture Course

thirty dollars an acre, colored help, low taxes, etc. They were shipping 3,500,000 narcissus bulbs. It may be interesting to know they plant these bulbs in September and October and dig them in May following. Their planting this fall was ten million. After the bulbs are dug in May, they are placed in flats about two by four feet, six inches deep, and these flats piled eight feet high in large buildings that consist simply of a roof. Sides are open all summer, and for three months the bulbs are allowed to rest. On August they start shipping to the north so as to be ready for millady in September and fall.

"Nursery stock in general, and especially those varieties suitable to that climate only, grow almost as fast as the corn. There was field after field of fine cannas, each field being a separate color and usually some distance apart. The day was well spent looking over the great variety of subtropical trees and plants, part of which find their way to the northern market and others in the South."

*The result of a fancy for a particular specimen seen in an advantageous location.

Elmira, N. Y., May Have Park—Joseph E. Porter, landscape architect, Ithaca, N. Y., has prepared plans for transforming the large Hall estate, recently purchased by the City of Elmira, N. Y., into a recreation ground to be known as Mark Twain Park because the humorist produced some of his well-known works at Quarry Farm, a short distance away.

Another Progressive Nurseryman

Three years ago B. C. Terwilligar purchased a farm west of Blanchester, O., and began planting Nursery stock. He is now devoting all his time to the business and with his assistant, Mr. Geesner, has planted 15 acres. A general line of Nursery stock is grown.

Mr. Terwilligar recently planted 600 bulbs for a flower lover in Blanchester and has been awarded the contract over other competitors to grade, landscape and plant the grounds at the new school building in Wilmington, a contract for almost a thousand dollars. He has recently put out a catalogue, has canvassed several towns around and has many visitors at his place, both day time and evenings. The barn is lighted by electricity.

Many improvements are in progress. A pond has been dug out and the water in Second Creek will be utilized to irrigate the lower lands for certain types of trees and shrubs. In addition to all this work, Mr. Terwilligar is continuing his studies at Cincinnati University in landscape gardening. Recently he delivered a lecture before the Garden Club of Hillsboro, illustrating his talk with charts.

A Five-Year Development

A local publication has this interesting account of the origin and rise of the Wood-Howell Nursery, Bristol, Tenn.:

Fifteen years ago it was a rare thing to see a yard or lawn in Bristol that had been correctly landscaped or planted. Today it is the rule rather than the exception to find beautiful lawns, tastefully decorated with shrubbery, evergreens and flowering plants. In fact a visitor will find as many attractive homes and lawns in Bristol as can be found in any city of its size.

Much of this is the result of the efforts of one young man who has accomplished the seemingly impossible in a short span of years. Ten or twelve years ago a young Bristol boy, not yet out of school, would canvass the town in his spare hours and take orders for fruit trees and shrubbery. After finishing school he continued selling ornamental trees for several years. Having an inborn love for the beautiful in nature and considerable artistic talent he was enabled to render a real service in landscaping and planting to his friends and customers. His business increased and his vision grew as the years went by. In the meantime he formed a working connection with S. R. Howell, of the Howell Nurseries of Knoxville, Tenn. In the fall of 1922 they formed a partnership and planted a small tract of ornamental shrubbery on the Bluff City Pike. At the end of two years they purchased twenty-two acres on the Lee Highway, five miles east of Bristol. In the meanwhile this young man had assumed other responsibilities by getting married, although not quite twenty-one years old. Then young Mr. and Mrs. Owen Wood moved to their attractive bungalow on the new property and the Wood-Howell Nursery was launched. This happened just five years ago, and if you visit the Nursery today you would not believe that so much could have been accomplished in so short a time. The acreage has been increased until the Nursery now embraces seventy-three acres and nearly all of it is planted with practically every variety of ornamental trees that will grow in this section.

Say you saw it in American Nurseryman.

THIS PAGE PRESENTS

American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock
Including That Which Has Heretofore Been Imported

The American Plant Propagators' Association, Organized in 1919, Will Hold Its Twelfth Annual Meeting in
Minneapolis, Minn., July, 1930—H. L. Haupt, Secretary, Hatboro, Pa.

TWO-INCH BLOCKS ONLY ARE SOLD IN THIS DIRECTORY, UNDER YEARLY CONTRACT.

Hill's Evergreens

COMPLETE assortment of lining out sizes. Also larger grades for Landscaping. Send for our wholesale catalog. Also descriptive booklet in colors.

D. HILL NURSERY CO.
Evergreen Specialists
Largest Growers in America
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Headquarters for
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Large Assortment

WELL GROWN—NONE BETTER

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BALSAM
CANOE BIRCH
SUGAR MAPLE

and other Evergreens, Shade Trees,
Shrubs, Ferns, and Perennials.

GEORGE D. AIKEN
PUTNEY, VERMONT

WE HAVE THEM
You May Want Some

Norway, Sycamore and Silver
Maples; Pin, Red, Mossy Cup,
Catesbaei and Willow Oaks.
Butterfly Bush, Dogwoods, Deut-
zias, Forsythia, Spireas, etc.

Our Trade List is ready.
Get next to one.

Atlantic Nursery Co.
BERLIN, MARYLAND

★
ROSES

Shrubs Cannas
Lining-out Evergreens

Send for Trade-List

The CONARD-PYLE Co.
ROBERT PYLE, Pres. West Grove, Pa.
Established Nurserymen since 1849

Franklin Forestry Co.

Nurseries at

COLRAIN and SUDBURY, MASS.

FOREST NURSERY STOCK
CONTRACT FOREST PLANTING

Send for our catalogue

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BOSTON, MASS.

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MILLIONS OF THEM

Seedlings—Transplants—Cuttings
Grown under glass

Also Apple Trees, Shade Trees,
Hedgeplants, Shrubs, Vines, Peony.

Send for our latest Bulletin

Sherman Nursery Co.

The largest growers of Evergreens
in the world
Charles City, Iowa

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journal which covers the trade
news. Progressive Nursery-
men who do this possess an
undoubted advantage in busi-
ness plans and in their trans-
actions.

EVERGREENS
SEEDLINGS and TRANSPLANTS
FOR LINING OUT

WRITE FOR OUR PRICE LIST

THE NORTH-EASTERN FORESTRY CO.

"WE GROW OUR OWN TREES."

CHESHIRE, CONNECTICUT

Central Washington Nursery Company's Progress

Columbia and Okanogan Nursery Co., Wenatchee, Wash., last month commenced construction of a new packing house and office, of concrete 50 x 120 feet. It will contain a full basement, nine feet deep, and two floors above ground. Part of the upper floor will be used for offices. The remainder of the building will be used for retail sales department, wholesale department with rooms for assembling, grading and delivery of stock.

The company now owns not only all their growing and propagation grounds, consisting of about 300 acres along the Sun-set highway, north of the city, but all their housing—a building built to handle Nursery stock in the most efficient man-ner.

The Columbia & Okanogan Nursery was founded in 1906, and has grown up with the fruit industry of Central Washington. While it grows a general line of Nursery stock it specializes in fruit trees. For several years particular attention has been paid to new fruits, including Richard Delicious apple, highly praised by the well-known Nurseryman, William P. Stark; Blaxtayan, an all red Stayman Winesap; Blackjon, a darker, redder and earlier coloring Jonathan and the Seeando Winesap, an all red Winesap, which grades for color,

declared to be practically 100 per cent extra fancy.

Genesee Press Extension

As announced in the last issue of the *American Nurseryman*, [A. N. Vol. L, page 82], the Genesee Press, Rochester, N. Y., whose exhibits have been a feature at Nursery trade conventions for several years, has joined forces with the Case-Hoyt Corporation, general printers, 792-814 St. Paul St., Rochester, N. Y. For some time enlarged facilities have been needed by the Genesee Press. These are now afforded, the space available providing for doubling the equipment.

While the board of directors of the Case-Hoyt Corporation and the Genesee Press interlocks, the Genesee Press, Inc., will be conducted separately and exclusively as an horticultural printing establishment, under the direction of Harold Conway who built up the Nursery and general horticultural business of the establishment. Sidney S. Greenwood will be the middle western states representative. A prime feature of the business will be a fully equipped advertising department with copy and lay-out men to provide advertising service for Nurserymen and other horticultural estab-

lishments. Color work will be a main factor in developing business.

The officers of the Case-Hoyt Corporation are: president, Howard Case; vice-president, Harold Benham; treasurer, Martin B. Hoyt; secretary, J. B. Giles. The business of the corporation is national and international, activities extending to Canada and abroad; a recent shipment having been made in China.

To those who long have heard of, visited or traded with Onarga, Ill., the name has doubtless meant simply that of another village and in many cases the source of reliable Nursery stock. From this time on the name will have significance of unusual kind, as the result of receipt of an attractive folder "The Legend Onarga," constituting the first of the New Year greetings. The legend is that of the untimely passing of Onarga, fairest of the Indian maidens, daughter of the chief of the Iroquois. Under the great oaks where twinkled the camp fires stands the village of Onarga. In 1865 the Onarga Nursery Company began to cultivate a part of the great hunting ground, the soil of which continually bears out the reputation it had among the Iroquois for extraordinary fertility.

AMERICAN NURSERYMAN, Chief Exponent, twice a month \$2.50 per year. Three years, \$6. Canada, abroad, 50c extra per year.

American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock,
Including That Which Has Heretofore Been Imported

Largest Assortment

and largest stock of lining out stock in the United States.

Write for prices or call and see our growing stock.

Onarga Nursery Co.

CULTRA BROS., Mgrs.

Onarga, Illinois

CARR'S EVERGREENS

for

Bedding and Lining Out

M. L. CARR'S SONS

Yellow Springs

Ohio

Broad Leaf Evergreens RARE AND CHOICE CONIFERAE

AZALEAS (Evergreen and Deciduous.)

**FLOWERING SHRUBS,
VINES and CLIMBERS**

We produce the greatest variety of
Herbaceous Plants and Field Grown
ROSES in America. Ask for our
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Bobbink & Atkins

Rutherford, New Jersey

Choice Broad-leaved and Coniferous

EVERGREENS

in Lining out and Specimen Sizes

Special price on small size Nandina domestica and Cedrus deodara. Write for wholesale catalogue and list of rooted cuttings.

T. KIYONO

CRICHTON,

ALABAMA

Japanese Flowering Cherries

GRAFTED CHESTNUTS,
Including Molissima, Blight Resistant Variety
PEAR STOCKS,
Blight Resistant, "Old Home"

PERSIMMONS, WALNUTS, CHERRIES,
PURPLE LEAF BIRCH, WEeping BIRCH,
MAPLES, ELMS, SYCAMORE, POPLARS,
FLOWERING PEACHES,
FLOWERING APRICOTS,
PAUL SCARLET THORNS,
ROSE CUTTINGS and FIELD GROWN ROSES
PECAN SEEDLINGS, DAVIDIANA SEEDLINGS
STOCKTON MORELLO,
An exceptionally good root stock
for early bearing and vigor.

VISTICA NURSERIES CO., Inc.
701 No. Wilson Way STOCKTON, CALIF.

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Growers of

EVERGREENS

For

Lining Out

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STANDARD SORTS**

Price List on Request—Established 1871

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1929 PRICE LIST

of Collected

LINING OUT STOCK

Also larger sizes of Hardy Native
TREES, SHRUBS, VINES, FERNS,
BULBS and WILD FLOWERS

L. E. WILLIAMS NURSERY CO.

Exeter, N. H.

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Lining-Out Stock

You should be represented
in this department regularly.

Write for advertising rate

AMERICAN NURSERYMAN

Chief Exponent of the Trade

EVERGREENS

Seven million seedlings and transplanted up to 7 ft. Here are a few specials priced for prompt orders.

Black Hill Spruce.....	2-4 in.	\$ 15.00
Norway Spruce.....	6-8 in.	14.00
Norway Spruce.....	8-12 in.	20.00
White Spruce.....	4-6 in.	12.00
Picea pungens glauca.....	4-6 in.	25.00
Silver Fir.....	2 yr.	15.00
Pinus Nigra.....	6-8 in.	15.00
Pinus Mugho.....	3-4 in.	20.00
Pinus Ponderosa.....	4-6 in.	10.00
Pinus Sylvestris.....	6-8 in.	15.00
White Cedar, 3 yr.....	2-4 in.	10.00
Norway Spruce.....	10-16 in.	30.00
Norway Spruce.....	18-24 in.	150.00
White Spruce.....	18-24 in.	200.00

Full line Trade List to Dealers only.

FERNDALE NURSERY

LUDVIG MOSBAEK

ASKOV, MINN.

California Botanical Gardens Development

J. M. Asher of the Paul Howard Horticultural Establishment, Los Angeles, reported to the California Association of Nurserymen at the Fresno convention, concerning the California Botanic Gardens, 15 miles from Los Angeles. Eight hundred acres at elevation of 400 to 2000 feet are included.

During the past one or two years 140 acres have been partially developed. A collection of palms, comprising 150 varieties, has been assembled and planted. Many tropical fruits have been planted, these include the Avocado, Papaya, Cherimoya, Sapote and others of like nature. The forest of fame has been started; here trees from all countries as well as from all states of the Union will be grown. A location has been reserved for more than 400 varieties of Eucalypti, fifty-two of which are now planted and growing well. The water gardens are already most attractive and contain numerous species and varieties of aquatics. Bamboos, too, are planted extensively around the pools. The many flowering perennials and bulbous plants have made the gardens most attractive this summer; these, of course, are mainly for display while the scientific parts of the garden are being developed.

"We are told that altogether there is in excess of 1200 species of living plants that have been acquired. This collection has been made possible through the exchange relations which have been established with numerous institutions of the United States and foreign countries.

"A botanical Library has been started which it is hoped will eventually be one of the greatest collections of literature in bot-

any in existence. This is of the utmost importance for we are told that outside of the University of California at Berkeley, there exists no great collection west of Chicago and St. Louis.

"Equally important for reference is a herbarium, and this has been well started. There are now more than 200,000 specimens in the files which have been acquired through purchases, exchanges and as gifts. The greenhouses and lath houses of the gardens contain many specimens that are ready to be planted as soon as definite plans for the future are decided upon."

COMING EVENTS

Dec. 3, 1929—Iowa Nurserymen's Ass'n. at Des Moines.

Dec. 4-6, 1929—Kansas State Nurserymen's Ass'n. at Atchinson.

Dec. 12-13, 1929—Tenn. State Nurserymen's Ass'n. at Nashville.

Dec. 30-Jan. 1, 1930—American Society for Horticultural Science at Des Moines, Ia.

Jan. 10-11, 1930—New York Nurserymen's Ass'n. at Hotel Seneca, Rochester.

Jan. 15-17, 1930—Illinois Nurserymen's Ass'n. at Hotel Sherman, Chicago.

Jan. 15-17, 1930—Western Nurserymen's Ass'n. at Hotel Sherman, Chicago.

Jan., 1930—Kentucky Nurserymen's Ass'n. at Lexington.

William L. Coale

William L. Coale, president of the Whitney Nurseries, Warren, O., died in Warren, Oct. 30. The Whitney Nurseries, founded in 1880 by Canfield L. Whitney, and purchased by Mr. Coale in 1909, have been under his supervision since that time and under the management of S. A. Meals & Son. While Mr. Coale had many interests outside the Nursery business, he was at heart a Nurseryman and gave a good deal of his time in his later years to this work. Among his many interests locally, he was president of the People's Saving Co. The Whitney Nurseries will continue to operate under the management of S. A. Meals & Son.

Phony Peach Quarantine—An amendment to the phony peach disease quarantine became effective Nov. 1. The principal modification is the addition of 19 Georgia counties and six Alabama counties to the area previously brought under regulation on account of this disease. The new infections in northern Georgia and northeastern Alabama were found by inspectors of the Federal Bureau of Plant Industry engaged in the eradication of this disease. Intensive eradication work was started in the northern and northwestern part of Georgia with the intention of completely eliminating the phony peach disease from the outlying area of infection at the earliest possible date and extending the eradication work eventually to the old centers of infection. The movement of peach Nursery stock and other restricted articles from either area to outside points and from the "generally infected area" to the "lightly infected area" will be prohibited except under permit.

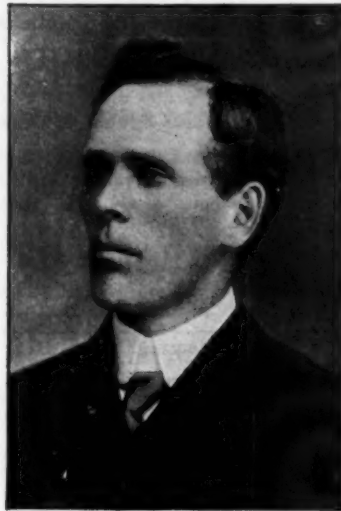
Nurseryman Reports On Conquering a Pest

W. C. Reed on Secretary of Agriculture Hyde's Committee To Investigate Mediterranean Fly Repression in Florida—An Ohio Opinion

W. C. Reed, Vincennes, Ind., well-known Nurseryman and commercial fruit grower, was a member of the committee of five appointed by Secretary of Agriculture Arthur M. Hyde to visit Florida to make a study of effects of the Mediterranean fruit fly invasion, looking to its possible eradication. The committee spent a week late last month in Florida, traversing 1300 miles through the infected and outlying areas and interviewing citizens.

The committee reports that the pest is of great importance and concurs with the report of the committee of seven on the need for eradication, stating that results to date clearly forecast the possibility of complete control. An efficient use of funds has been made. From an infestation where hundreds of flies could be obtained with a few sweeps of a net and where infested fruit was common, to a point where all methods of trapping fail to catch a single fly and where no fruit infestation can be located in spite of diligent and extensive search is regarded as little less than marvelous. Destruction of infested fruit and poison sprays did the work. A majority of the citizens are in favor of continuance of preventive work on a reasonable basis and this the committee recommends in order to guard against recurrence. The cooperation of federal, state and county officials, as well as growers and all concerned is especially commended.

All of which is an answer, upon the authority of so well known a Nurseryman as W. C. Reed to the editorial in the Akron, O., Beacon-Journal of Aug. 10, headed "Fruit Fly or Gadfly," from which we quote:



W. C. REED, Vincennes, Ind.

"One begins to wonder whether, in the Mediterranean fruit fly, Florida has another Ohio corn borer campaign. We do not know anything about the fruit fly but we do about the corn borer. They both emanated from that prolific hatchery of pests which are always about to destroy the land unless it is saved by a new brood of papsuckers who are recruited to go forth at the proper charge and cost of the taxpayer, and slay imaginary dragons.

"Candidly, we confess that we view with suspicion anything emanating from any governmental bureau and especially the Bureau of Entomology. It was this gorgeous organization that dug up the ancient reed worm, baptised him under the name of Parausta Nubialis, certified that he, too, came from Italy, and with much wailing and caterwauling told us that not a hog, even including Homo Sapiens, would have a grain of corn to crack unless we sat on Parausta Nubialis' tail until we got him.

"Here in Ohio we got our usual fit of delight when it is proposed to meddle with the rights of our neighbors at public expense, and we even closed the public library in order to get funds for the corn borer war. Only the farmers themselves did not know what it was all about, but

when these new saviors began to destroy their property, they revolted. They got no help from the newspapers. Those noble human cash registers accept any fraud however preposterous when handed out by a papsucker of some governmental department. Indeed, when it comes to dealing with officialdom the average editor is just as naive and confiding as was Moses Primrose when at the county fair he sold to the nice old gentleman the family horse for a gross of green spectacles. Most of the editors are still asleep at the switch and with bland and childlike confidence are perfectly willing still to receive any gold brick that the state may offer. However, there were a few men in Ohio who challenged the fraud, and went on the stump against it. And now it is as dead as Pharaoh's grandmother, although the corn borer guards are still upon the state payrolls. A papsucker seldom dies and never resigns.

"However this may be, we are glad to see that at least one Florida newspaper is challenging the good faith of an enterprise of officialdom which has already worked untold damage upon a state which deserves better things. We quote from the Gainesville Daily News:

"Every day, in every way the people of Florida are becoming more convinced that they are the victims of the most gigantic outrage ever perpetrated on the people of a supposedly free state in a supposedly free country. * * * We don't believe the men in charge of this work know much more about what they are trying to do than the general public does. Old citrus growers tell us that the Mediterranean fruit fly is a gigantic farce, that the fly has been here ever since they came to Florida and has done no material damage."

Chase Nursery Co., Chase, Ala., reports: "The tonnage is coming all right but the dollars are not so good." The reference may be to the size of the new dollar bills.

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Why March brass fittings resist minerals and will not rust or corrode.

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Write today for March Irrigation Facts.

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SPENCERPORT, N. Y.

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Member A. A. N.
FOREST SEEDS FRUIT STONES
Highest germination and purity
Picea omorice and other rare specialties
Reliable—True-to-name

DAPHNE CNEORUM

Per 100
Rooted layers \$15.00
4-6 in. Spread 25.00
6-8 in. Spread 35.00
8-10 in. Spread 45.00
Cash please. Packing free.

C. BOOY, Agawam, Mass.

Native Rhododendrons

Trial order offer. 50 Seedlings, 8 to 12 ins.,
10 Select Clumps 2 to 3 ft., for \$10.00. Packed
well for shipment. Cash please.

Tennessee Evergreen Co.

Wholesale Carload Lot Dealers
Box 575 Elizabethton, Tenn.

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AMERICAN NURSERYMAN, Chief Exponent,
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We grow twenty acres of dahlias for the
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Write NOW for prices on
**SEEDLINGS, FRUIT TREES,
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and CRAETAGUS OXYACANTHA**
or any other items from our line of
GENERAL NURSERY STOCK

Our large block of
MAZZARD SEEDLINGS
looks particularly fine at this time.

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424 E. ALDER ST.
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Largest and Best Supply of

GRAPE VINES CURRANTS GOOSEBERRIES

in all old and new varieties and
grown in the famous Chautauqua-
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Sixty years' experience in grow-
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Prompt shipment.

Attractive prices made on
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TREE SEED SHRUB

HERBST BROTHERS
42 South Street
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Hill's Evergreen Plate Book

50 four-color process prints from photographs,
40 Evergreen pictures, 10 Shrub pictures. Size
5 1/4 x 9 in. Loose leaf. Cloth binding. \$3.75.
Leather, \$4.50. Post-paid. Great help in selling. Order
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Evergreen Specialists - Largest Growers in America
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FIELD GROWN ROSE BUSHES

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Japanese Roseflowering and Weeping
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All Sizes

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Squares (all sizes)
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SHADING BURLAP REED MATS
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LINING OUT STOCK

We carry a nice line of Lining Out
Stock and have a surplus in many varie-
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Our Wholesale Spring Trade List will
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PLEVNA, ALABAMA

SPIREA VANHOUTTE

2-3 ft., 3-4 ft., and 4-5 ft. in quantities.

HYDRANGEA ARBORESCENS

18-24 in. and 2-3 ft.

HYDRANGEA PAN. GRAND

18-24 in. and 2-3 ft.

BERBERIS THUNDERGL. CALIFORNIA

PRIVET, and all other SHRUBS in a good
assortment.

WISC. WEeping WILLOWS

6-8 ft. and 8-10 ft.

FRUIT TREES, GRAPE VINES, and
SMALL FRUIT PLANTS

"WEST has the BEST"

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PFUND-BELL NURSERY CO.

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Splendid Stock

Write for Special Quotations.

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With a record of fifty-three years of service.

Practical departments and active committees.

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CONVENTION DATE: 1930, MINNEAPOLIS, MINN.

Unite with Seven Hundred Representative Nursery-
men throughout the country to protect your interests
and advance your business. Only Nurserymen of high
ideals are eligible to membership.

Vice-President—John Fraser, Huntsville, Ala.

Grade Specifications of Nursery Products

Subject of Conference by Northwestern Nurserymen and Inspectors—To Make Enforcement Serve Practical Purposes—Forward Step in Trade Practice

By C. A. Tonneson, Burton, Wash., Executive Secretary, Pacific Coast Association of Nurserymen

A conference of Nurserymen and inspectors of horticultural products was held at Bryn Mawr, suburb of Seattle, October 20 with regard to rules and regulations pertaining to grade specifications of Nursery products. The object is to make enforcement serve the practical purposes intended as between sellers and buyers in the trade, prevent unfair competition and indicate distinction of grades, so far as possible, for the benefit of retail purchasers.

Grade specifications of evergreens are based, in less detail, to conform with standards adopted by the Pacific Coast Association of Nurserymen and in practice by the trade generally. Deciduous trees, shrubs and roses conform to the coast and Association standards.

It will be legally required, when trees or plants have been moved into trade channels and are displayed for sale, that each lot in bundle, or when separated as individual specimens, shall be plainly marked as to name of variety and grade. The No. 1 grades, in addition to required measurements must have well-developed root systems, be free from dead branches, diseases and damage caused by freezing, mechanical or other means. Allowance of 5% variation as to proper grading and handling of any lot is permitted in evergreen stocks and 10% in seedling stocks.

Rose varieties classed light grower sorts as recommended by the committee on grade specifications, Pacific Coast Association of Nurserymen, Report 27th Annual Convention, page 28, will be regarded by the inspectors.

In adopting the method of legal supervision of grade standards by means of rules and regulations, defined by law, the Nurserymen of Washington realize it is a

forward step in trade practice that may be considered experimental, but taken after careful consideration for several reasons. To further develop and satisfy trade in the wide commercial markets they realize that in common with members of the trade in all parts of the Pacific Coast, in unit form, it is necessary to maintain the standard of Dependable Nursery Products*, particularly in lines for which this part of the country is specially well adapted, such as seedlings of all classes, rose plants, various evergreens, deciduous ornamental stocks and flowering bulbs.

A majority of the leading Nurseries in the Puget Sound district was represented in this conference with the inspectors who will have charge of the supervision. In matters of detail service which may require adjustment, officials representing both sides will serve when necessary to classify.

*Pacific Coast Association slogan.

Packing for Domestic Shipment—U. S. Government Printing Office, Washington, D. C., offers for a few cents each publications in a series on the subject named. Titles include: Parcel post and express shipment, fiber containers, cleated plywood boxes, wire bound boxes, cooperage and steel barrel, wooden boxes, nailed wooden crates, baling.

Mrs. Nobu Sawada, wife of Kosaku Sawada, one of the owners of Overlook Nurseries, Crichton, Ala., died Oct. 25 after a brief illness. Mrs. Sawada was a native of Saka, Japan. She is survived by her husband, three sons, Tom, George and Ben Sawada, an infant daughter, her mother and two brothers in Japan, and an elder sister who is the wife of S. Imura, Mr. Sawada's partner.



CLINTON GOODLOE JOHNSON
Landscape Architect, Recently of Louisiana, Mo., Now with Louisville Nurseries, St. Matthews, Ky. [A. N., Oct. 15, p. 155]

Juenemann-Johnson Nurseries, Billingham, Wash., have been incorporated, \$5000.

Annual meeting of the Commercial Peony and Iris Growers Association will be held at the Hotel La Salle, Chicago Dec. 2-3.

J. Horace McFarland, Harrisburg, Pa., is reported to be recovering satisfactorily from an operation in a Philadelphia hospital.

Nurserymen of Southern California, headed by Fred H. Howard, Monticello, will participate in a land show in Los Angeles, March 8-30.

Pacific Coast Association Date—Annual convention of the Pacific Coast Association of Nurserymen will be held July 9-12, 1930 in Santa Cruz, Cal. C. A. Tonneson, Burton, Wash., secretary.

Arguing that only a few Japanese beetles were found last summer in Providence, Rhode, Island the Department of Horticulture and Nurserymen of the state protested against quarantine regulations.

Commercial Nursery Co. Decherd, Tennessee

We expect to have our usual supply of

FRUIT TREES, SHRUBS and ORNAMENTAL STOCK

Also

PAPER SHELL PECANS, JAPAN PERSIMMONS, FIGS, and SHADE TREES of all kinds.

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FLOWERING EVERGREENS, SHRUBS and LITTLE TREES

First Class Collected Stock
Rhododendron maximum and Mountain Laurel, 2-4 ft., 25, \$4 per 100, \$15.
Holly, Hemlock, 2-4 ft., 25, \$4; 100, \$15.
Rhod. max. and Kalmia, in carload lots, \$125.
Seedlings of above stock, 6-18 in., 100, \$6; per 1,000, \$50.
Local orders burrlapped, roots packed in moss.
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Mount Hope Nurseries

Lawrence, Kansas

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Ash, Catalpa bungei, American Elm, Chinese Elm, Moline Elm, Vase Elm, Teas Weeping Mulberry, Birches, Oaks, Sugar Maple, Cutleaf and Soft Maple.

Evergreens, Shrubs, Vines, Roses Perennials, Apple, Cherry, Peach Plum, Pear, Etc.

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15th of Month Issue

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AMERICAN FRUITS

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W. C. Reed Grew Them

Says Secretary Doyle Zaring, Indiana Horticultural Society: In the fall of 1928 several apples that were to be shown at the Purdue Horticultural Show were wrapped in paper and stored in cold storage, at the Ebner Ice and Cold Storage in Vincennes, when these were being removed two baskets were overlooked and it so happened that these were baskets of Turleys, that had been grown by W. C. Reed, [well-known Nurseryman, Vincennes, Ind.]

During the week preceding the State Fair in 1929 some fruit was placed in storage and the two baskets of Turleys stored in September 1928 were found. They were in such fine condition that they were brought to the Fair at Indianapolis.

The deep shiny red color and the size of these apples made them an attraction of real interest to Fair visitors, none of whom surmised, until informed, that the apples were one year old. They were outstanding as far as appearance was concerned and would have easily rated as the most attractive apples in the show. Most of the Turleys in this lot were 3 3/4 inches or over in diameter and were showing absolutely no shriveling. The color was an even, appetizing red.

The Turley tray entered in the tray class took first place. In the plate class, the one year old fruit took first in a class where competition was keen.

Commercial growers in Southern Indiana especially are planting Turley in place of Stayman. The trees are rapid, strong growers and the limbs have a tendency to form wide strong angles. In a small orchard set by the writer three years ago the Turleys are outgrowing Delicious, Grimes and McIntosh. Other orchards show the same condition.

R. E. Page, Page Nursery Co., Chino, Cal., in his paper read at the annual convention of the California Association of Nurserymen, cited the well-known methods for producing dwarf and trained fruit trees and said:

"We have experimented in the last few years with a root stock, secured from South Dakota, called *Prunus cerasi*, the Sand cherry. This plant is a dwarf growing, wild cherry, native of a very severe climate and exceedingly thrifty in its growth. We budded to this root cherries, apricots, peaches,

peaches and American and Japanese plums. A very small number of the cherry buds made unions, but those that did seem to be satisfactory. This was also true of the apricots, prunes and peaches, but the Japanese and American plums produced a wonderful stand of trees suitable for dwarf espaliers. There is also a peach root, a native of northern California, known as La Vina root, which in a small way tends to dwarf the peach varieties budded to it."

Forecasting Size of Apples—The possibility of making reasonable reliable forecasts of the size of the apples produced in the Hood River Valley, Oregon, is indicated by a study of the factors which affect the size of fruit in the area, made by the Bureau of Agricultural Economics, U. S. Department of Agriculture. The study covered the period 1914-1928. "It is now possible, with data available each year on August 1," says the bureau, "to make a reasonably accurate forecast of the percentage of the total pack of Newtowns, Spitzenburgs, and Arkansas Blacks combined, which will fall into the larger sizes." Export trade prefers the smaller sizes.

For Distinctive Tang—Canadian Horticultural Council, Ottawa, in a recent circular comments on the fine natural flavor of Canadian grown fruits. Rigorous Canadian soil and climate are believed to be the causes. It is urged that greater health value results. Claim is made that the superior flavor is fully retained in commercial canned fruits. Western New York for many years has advertised a similar idea.

Nursery Instruction First—In announcement of courses for regular four-year instruction at Cornell College of Agriculture, Ithaca, N. Y., special instruction in the fruit and Nursery business is listed first in the schedule. Total registration of students in agriculture this year is 125, as compared with 1108 last year.

New Missouri Apple Pest—A new apple pest which has not yet been identified is being investigated by the United States Bureau of Entomology and the plant department of the Missouri State Board of Agriculture. A worm which tunnels just beneath the skin of nearly mature apples has been reported to the United States Department of Agriculture from the Waverly district. Jonathan, Grimes and York seem to suffer most. The worms resemble codling worms. Entomologists say it is a different insect. The life cycle has not been worked out. In some orchards it has caused losses of 10 per cent on Jonathan and Grimes.

Divested of Jargon—Grape pruning is much less complicated than the pruning of fruit trees, once a few fundamentals are mastered, declares F. E. Gladwin, grape specialist at the New York Experiment Station in Geneva, who has prepared a brief account of how to prune and train grapes. "Divested of much that is but jargon, an inexperienced man can learn in a few lessons, from word of mouth or the printed page how to prune grapes," says Mr. Gladwin. A copy of Mr. Gladwin's directions may be had free of charge upon application to the station at Geneva.

Nearly sixty Nursery concerns have been added to the Honor Roll, as subscribers to the Campaign Fund, since the July list was announced.

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FASHIONS IN APPLES

Almost every year about this time press reports record the efforts of some distinguished personage, usually the governor or a state or some one high in the official life of the country, to obtain apples like those that used to grow on his grandfather's farm. In most cases it develops that the variety is no longer grown in modern orchards, and regret is expressed for the passing of a favorite.

Taking special notice of these expressions as being of widespread appreciation, fruit experts at the New York Experiment Station in Geneva will this year endeavor to show at the annual meeting of the New York Horticultural Society in Rochester in January why these old favorites have been passed by. Present day market demands and methods of distribution require quite different standards from those that prevailed in grandfather's day, or even twenty-five years ago, say the station fruit men.

Apple varieties of 75 years ago will be exhibited at this 75th annual meeting by the station. Alongside those old varieties, many of which are still to be found in New York orchards even though they no longer command a following on the market, will be displayed varieties of fifty and twenty-five years ago, and more particularly, the sorts that are regarded as the chief commercial varieties of today. Brief histories will be given of the older varieties to show just why they are no longer important to the professional fruit grower.

The exhibit should be of importance to the Nursery trade because of renewed interest in fruit growing. The fruit exhibit will be one of several exhibits to be made by the experiment station, other displays including recent contributions to the control of insect pests and diseases of fruit and information on new insect pests in New York State. Also pollination will be prominently displayed.

New Plums at Cost—Plum growing in New York has declined for several years because of competition from the west and because of a lack of really good varieties, declares Dr. U. P. Hedrick, horticulturist at the Experiment Station at Geneva. It is his belief, however, that large handsome plums of prime quality could be grown profitably in New York.

To meet this situation, the station fruit specialists have bred several new varieties of plums, chief among which are Hall and Stanley, now being offered fruit growers at cost by the New York Fruit Testing Association which co-operates with the station in the propagation and distribution of the new fruits originating on the Station grounds.

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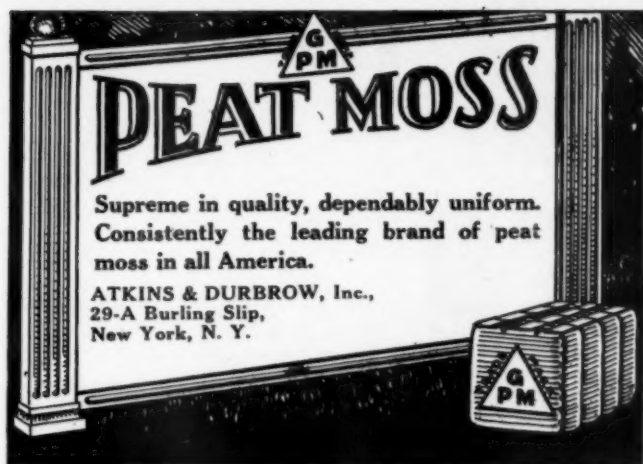
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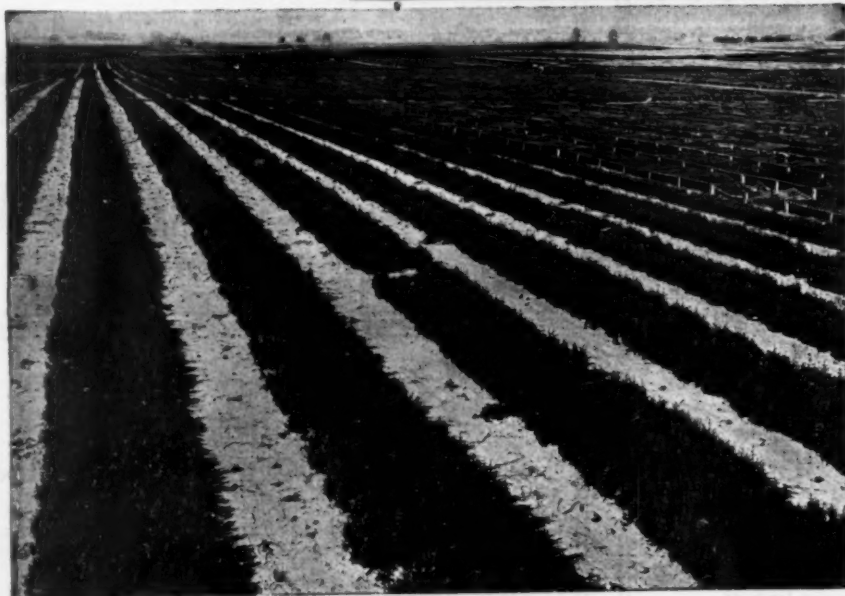


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Hill's Evergreens

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